

## A M E N D M E N T

Please amend the above-identified application as follows:

### IN THE CLAIMS:

Please **CANCEL** Claims 1 to 12, 15 to 32, 35 to 55, 58 to 79 and 82 to 89 without prejudice.

Please **AMEND** Claim 33 as follows:

33. (Amended) [The computer of claim 22], A computer encoded with computer program code for:  
receiving an identifier representative of a customer;  
accessing data, in response to said identifier, from memory relating to the customer, a date of a last visit of the customer to the retail establishment, and a first discount associated with the customer and; and  
determining a second discount based on said first discount and a relationship of said date of said last visit of the customer and a pre-defined time period,  
the computer program code further for [performs] accessing a date indicative of the last time said first discount charged.

## R E M A R K S

Claims 1 through 89 were pending in the present application. Upon entry of this amendment which is respectfully requested, Claims 13,14, 33, 34, 56, 57, 80, and 81 will remain pending with Claim 33 amended to independent form, and rejected Claims 1 to 12, 15 to 32, 35 to 55, 58 to 79 and 82 to 89 will have been canceled without prejudice to pursue in an other application.

Claims 13,14, 33, 34, 56, 57, 80, and 81 stand as allowed. Claim 33 has been amended herein simply to make it an independent claim. All of the rejected claims